



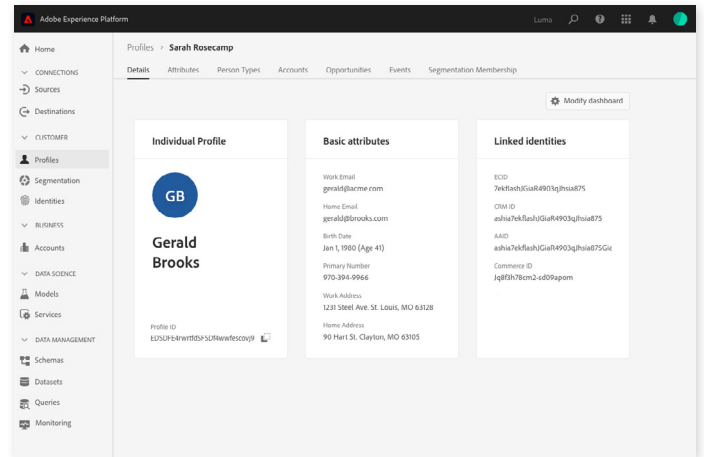
OVERVIEW

Business-to-Person Edition

Adobe Real-time Customer Data Platform | Adobe Experience Cloud

Unify, activate and govern your B2C and B2B marketing data using a single CDP

The Business-to-Person (B2P) Edition of Adobe's Real-time Customer Data Platform is purpose-built from the ground up to simultaneously unify, activate and govern B2C and B2B marketing data for connecting and personalizing customer experiences for the same person across all lines of business. B2C and B2B marketing teams can use a single CDP to collect, normalize and unify all known and pseudonymous consumer and professional data across different business units into a single view of hybrid profiles to power seamless engagement during consumer and professional buying experiences across multiple lines of business.



Previous Challenges

- Disconnected B2C and B2B tools, teams and experiences
- Fragmented, inaccurate consumer and professional data
- Siloed and complicated data governance

New Advantages

- Single system for consistent B2C and B2B data management and connectivity
- Complete profiles containing both B2C and B2B attributes and behavioral engagement
- Consistent data governance and privacy across all lines of business with patented controls

Everything **B2C and B2B marketing teams** need to personalize a continuous experience for the same person across all lines of business



Data Collection

- Streaming Data Collection
- Adobe Experience Data Model (B2C & B2B Data)
- Known & Pseudonymous Data
- Pre-built Sources & Destinations
- Adobe & Non-Adobe Connectors



Real-Time Profiles

- Unified Hybrid Profiles (B2C & B2B Data)
- Unified Person & Account Profiles
- Identity Resolution & Management
- Profile Segmentation & Activation
- Profile Enrichment & Segment Match
- AI-powered Propensity Scoring



Patented Data Governance

- Data Labeling & Cataloging
- Policy Management
- Automated Usage Alerts
- Monitoring & Data Lineage
- Privacy Service

How It Works



Select the B2C & B2B data sources you want to connect and unify



Map data using Adobe's industry-leading open source B2C and B2B experience data model



Govern and segment audiences of unified, real-time hybrid profiles



Select and connect your B2C & B2B activation destinations



Activate audiences across destinations for engagement, reporting and other use cases

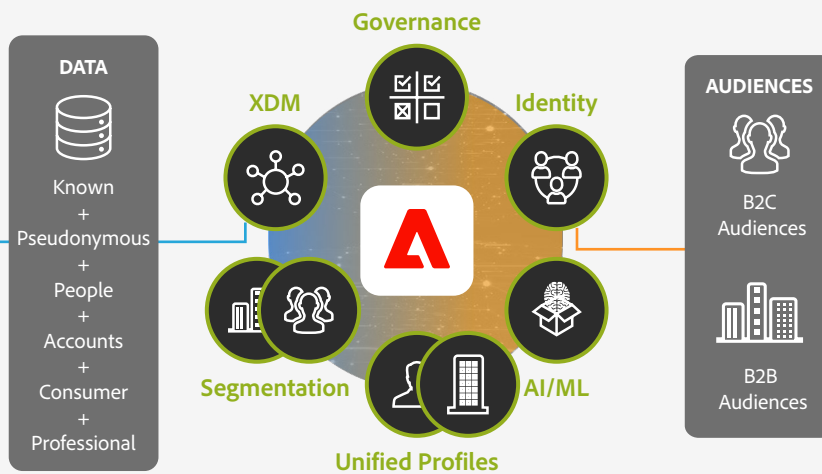
Sources

B2C & B2B Data Sources

- Adobe Apps
- CRM
- Marketing
- Service
- Commerce
- Partner Data
- Paid Media
- Offline
- Data Lake

Adobe Real-time CDP

Consumer, Business & Hybrid Profiles

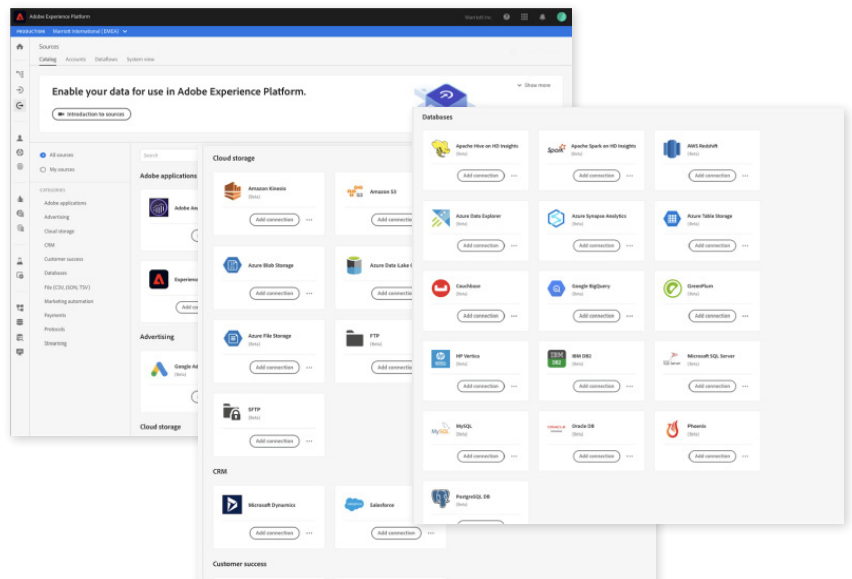


Destinations

B2C & B2B Data Activation

Pre-built Data Sources & Activation Destinations

Hundreds of pre-built Adobe and non-Adobe integrations for B2B and B2C marketing data ingestion and activation



The Adobe Advantage for enterprise data management

A single system purpose-built for complete B2C and B2B customer experience management


Purpose-built for combined B2B & B2C lines of business, **from scratch**

Combined B2B & B2C **Experience Data Models** (XDM) for Unified Data On-Demand

Centralized identity management and connectivity with Adobe and non-Adobe applications

Native Integrations w/ industry leading **Marketo Engage & Adobe Campaign**

Many-to-many people and account relationships for granular segmentation



Built to enable **real-time streaming** across sources and destinations






Unified hybrid profiles with combined **consumer and professional data**

Patented Data Governance Controls



Part of Adobe's complete, **end-to-end CXM offering for B2B and B2C brands**

B2B & B2C Identity Resolution across known and pseudonymous consumer, leads and account data

Empower your B2B & B2C marketing teams to become more...

				
Confident	Collaborative	Responsible	Agile	Intelligent
Up-to-date unified customer attributes and engagements	Consolidated audience definitions eliminate siloed data and teams	Patented data governance controls provide a toolkit for compliance	Personalize across systems fast enough to deliver timely relevant experiences	Democratized AI/ML and rich insights for quicker, smarter analysis

Connect the rest of your Adobe Experience Cloud applications

As a Source	Popular Pairings	As a Destination
Ingest individual people and account records from multiple instances to create unified people and account profiles that stream activity data in real-time	 Adobe Marketo Engage	Activate audiences based on combined personal and professional data to power your account-based marketing automation programs, nurture streams and internal workflows
Leverage pseudonymous DMP audiences created with first-party data and build complete profiles that include directly identifiable data	 Adobe Audience Manager	Utilize DMP destinations and audience enrichment features to activate and enhance pseudonymous audiences
Ingest individual consumer records from multiple instances to create unified people profiles that stream activity data in real-time	 Adobe Campaign	Activate audiences based on combined personal and professional data to power your cross-channel campaigns and internal workflow programs
Ingest cross-channel known and pseudonymous behavior data to enrich and update unified people and account profiles in real-time as activity happens	 Adobe Analytics	Activate audiences based on combined personal and professional data to analyze the behavior of your consumer or professional buyers before and after conversion events